

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
IDAHO	1,006,749	1,293,953	1,356,506	1,459,669
MEDIAN AGE (YRS)	-----	33.2	33.7	34.3
HISPANICS (ANY RACE)		101,690	112,279	129,082
STATE'S PERCENTAGE		7.86%	8.28%	8.84%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		1,177,304	1,228,914	1,314,272
STATE'S PERCENTAGE		90.99	90.59	90.04
MEDIAN AGE (YRS)		34.5	35.1	35.8
BLACK/AFRICAN-AMERICAN		5,456	6,132	6,922
STATE'S PERCENTAGE		0.42	0.45	0.47
MEDIAN AGE (YRS)		24.2	24.1	23.7
AMERICAN INDIAN/NATIVE		17,645	19,175	20,973
STATE'S PERCENTAGE		1.36	1.41	1.44
MEDIAN AGE (YRS)		27.6	27.5	27.8
ASIAN		11,889	12,901	14,591
STATE'S PERCENTAGE		0.92	0.95	1.00
MEDIAN AGE (YRS)		32.2	32.6	34.0
HAWAII/PACIFIC ISLANDER		1,308	1,373	1,576
STATE'S PERCENTAGE		0.10	0.10	0.11
MEDIAN AGE (YRS)		24.2	24.0	24.2
OTHER		54,742	60,296	69,432
STATE'S PERCENTAGE		4.23	4.44	4.76
MEDIAN AGE (YRS)		22.1	22.8	23.4
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN		-----	154,236	163,507
SUBURBAN		-----	676,188	738,218
RURAL		-----	526,082	557,944

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$42,409	-----	
PER CAPITA	\$20,043	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$18,617,656,000	\$24,339,740,000	30.73%
FOOD AT HOME TOTAL	\$2,484,361,700	\$2,956,700,900	19.01%
FOOD AWAY FROM HOME TOTAL	\$1,904,813,700	\$2,484,182,000	30.42%
FOOD AS % OF TOTAL EXPENDITURES	23.58%	22.35%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$439,535,000	\$529,297,600	20.42%
FISH & SEAFOOD PRODUCTS	\$43,749,300	\$52,160,100	19.22%
FRUITS & VEGETABLES	\$273,613,300	\$320,235,300	17.04%
DAIRY PRODUCTS	\$287,443,300	\$341,258,500	18.72%
BAKERY PRODUCTS	\$262,863,800	\$303,501,000	15.46%
CEREALS & PRODUCTS	\$139,491,400	\$168,906,800	21.09%
PREPARED FOODS	\$427,482,400	\$511,050,500	19.55%
JUICES	\$65,527,800	\$76,692,600	17.04%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$132,268,100	\$190,236,400	43.83%
FAST FOOD	\$59,823,800	\$83,182,100	39.05%
FULL SERVICE	\$72,444,300	\$107,054,300	47.77%
LUNCH	\$478,409,600	\$620,161,300	29.63%
FAST FOOD	\$299,471,500	\$377,822,200	26.16%
FULL SERVICE	\$178,938,100	\$242,339,100	35.43%
DINNER	\$683,990,500	\$909,882,300	33.03%
FAST FOOD	\$294,122,900	\$373,275,600	26.91%
FULL SERVICE	\$389,867,600	\$536,606,700	37.64%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$889	\$987	11.02%
POULTRY	\$258	\$288	11.63%
EGGS	\$51	\$54	5.88%
FISH & SEAFOOD			
FRESH	\$42	\$45	7.14%
FROZEN	\$28	\$33	17.86%
CANNED	\$18	\$19	5.56%
FRUITS / VEGETABLES			
FRESH	\$382	\$416	8.90%
CANNED	\$89	\$99	11.24%
FROZEN	\$59	\$60	1.69%
OTHER	\$24	\$23	-4.17%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$183	\$198	8.20%
CHEESE	\$152	\$160	5.26%
ICE CREAM	\$93	\$101	8.60%
BUTTER / MARGARINE	\$46	\$56	21.74%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$412	\$440	6.80%
COOKIES	\$74	\$78	5.41%
CRACKERS	\$45	\$48	6.67%
CEREALS & PRODUCTS			
CEREALS	\$165	\$177	7.27%
PASTA PRODUCTS	\$50	\$59	18.00%
FLOUR & MIXES	\$45	\$53	17.78%
RICE	\$22	\$26	18.18%
PREPARED FOODS			
SNACKS/CHIPS	\$137	\$160	16.79%
JUICES	\$132	\$143	8.33%
FROZEN/PREP. OTHER	\$110	\$128	16.36%
SOUPS	\$67	\$77	14.93%
SAUCES & GRAVIES	\$72	\$71	-1.39%
BABY FOOD	\$48	\$53	10.42%
FROZEN MEALS	\$44	\$50	13.64%
NUTS	\$32	\$35	9.38%
SALADS	\$26	\$32	23.08%

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